

CLAIMS

WE CLAIM:

1. A system for managing the development of graphical package depictions
5 comprising:
a brand portion for accepting and holding an identification of one or more brands,
the brand portion being on a first relational level;
a product portion for accepting and holding an identification of one or more
products, the product portion being on a second relational level which is directly related
10 to the first relational level; and,
a job portion for accepting and holding an identification of one or more jobs, the
job portion being on a third relational level which is directly related to the second
relational level.
2. The system of claim 1 wherein the first relational level is on a one to many
15 relationship with the second relational level.
3. The system of claims 1 or 2 wherein the second relational level is on a one to
many relationship with the third relational level.
4. The system of claim 1 further including a brand editor, a brand searcher, a
company identification portion, a company editor, a brand contact identification portion,
20 a brand market portion, a brand file portion, a brand property portion, a brand attribute
portion.
5. The system of claim 1 further comprising a product editor, a product searcher, a
product contact identification portion, a contained product portion, a product file portion,
a product property portion, a product attribute portion.
- 25 6. The system of claim 1 further comprising a job editor, a job searcher, a job
contact identification portion, a job property portion, a job market portion, an job event
portion, a job file portion.
7. The system of claim 1 wherein the brand portion further comprises a sub-brand
portion having a sub-brand editor, a sub-brand searcher, a sub-brand contact

identification portion, a sub-brand market portion, a sub-brand file portion, a sub-brand property portion, a sub-brand attribute portion, the brand portion storing at least one brand therein, and the sub-brand portion having at least one sub-brand portion therein, and wherein at least one brand has at least one sub-brand related thereto.

5 8. The system of claim 1 wherein the product portion further comprises a sub-product portion having a sub-product editor, a sub-product searcher, a sub-product contact identification portion, a contained sub-product portion, a sub-product file portion, a sub-product property portion, a sub-product attribute portion, the product portion storing at least one product therein, and the sub-product portion
10 having at least one sub-product portion therein, and wherein at least one product has at least one sub-product related thereto.

9. The system of claim 1 wherein the first relational level being directly related to the second relational level directly links the brand portion to the product portion, respectively, and wherein at least one product is linked to at least one brand with the
15 product so linked to the brand is accessible from the brand portion.

10. The system of claim 1 wherein the second relational level being directly related to the third relational level directly links the product portion to the job portion, respectively, and wherein at least one job is linked to at least one product with the job so linked to the product is accessible from the product portion.

20 11. The system of claim 1 wherein the brand searcher can search for a brand by at least one property value of the brand property portion.

12. The system of claim 1 wherein the product searcher can search for a product by at least one property value of the product property portion.

25 13. The system of claim 1 wherein the job searcher can search for a job by at least one property value of the job property portion.

14. The system of claim 1 wherein a property value of the brand property portion can be used to search for a file within the brand file portion.

15. The system of claim 1 wherein a property value of the product property portion can be used to search for a file within the product file portion.

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16. The system of claim 1 wherein a property value of the job property portion can be used to search for a file within the job file portion.

17. The system of claim 1 further comprising:

5 a project portion having a project searcher, a project editor, a project contact identification portion, a project property portion, a project event portion, a project job portion, the project portion being directly related to the job portion; and,

an event portion having an event searcher, an event editor, and an event property portion; the event portion being directly related to the job portion.

10 18. The system of claim 17 wherein at least one job is linked to at least one project, and wherein the job so linked to the project is accessible from the project portion

19. The system of claim 17 wherein a job is linked to at least one event, and wherein the job so linked to the event is accessible from the event portion

20. The system of claim 17 wherein the project searcher can search for a project by at least one property value of the project property portion.

15 21. The system of claim 17 wherein the event searcher can search for an event by at least one property value of the event property portion.

22. The system of claim 1 further comprising:

a collector for collecting one or more files selected from one or more of the brand file portion, the product file portion, and the job file portion, into a collected file portion.

20 23. The system of claim 22 wherein the collector can remove one or more of the files from the collected file portion.

24. The system of claim 1 further comprising:

a brand associator for associating at least one file to a brand entered into the brand portion.

25 25. The system of claim 1 further comprising:

a product associator for associating at least one file to a product entered into the product portion.

26. The system of claim 1 further comprising:

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a job associator for associating at least one file to a job entered into the job portion.

27. A system for managing the development of graphical package depictions comprising:

5 a brand portion having a brand editor, a brand searcher, a company identification portion, a company editor, a brand contact identification portion, a brand file portion, the brand portion being on a first relational level;

a product portion having a product editor, a product searcher, a product file portion, the product portion being on a second relational level which is directly related
10 to the first relational level; and,

a job portion having a job editor, a job searcher, a job file portion, the job portion being on a third relational level which is directly related to the second relational level.

28. The system of claim 27 wherein the brand portion further comprises a brand market portion for accepting and holding an identification of one or more markets for one
15 or more brands.

29. The system of claim 27 wherein the brand portion further comprises a brand property portion for accepting and holding an identification of one or more properties for one or more brands.

30. The system of claim 27 wherein the brand portion further comprises a brand attribute portion for accepting and holding an identification of one or more attributes for
20 one or more brands.

31. The system of claim 27 wherein the product portion further comprises a product contact identification portion for accepting and holding an identification of one or more contacts for one or more products.

25 32. The system of claim 27 wherein the product portion further comprises a contained product portion for accepting and holding an identification of one or more contained products for one or more products.

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33. The system of claim 27 wherein the product portion further comprises a product property portion for accepting and holding an identification of one or more properties for one or more products.

34. The system of claim 27 wherein the product portion further comprises a product attribute portion for accepting and holding an identification of one or more attributes for one or more products.

35. The system of claim 27 wherein the job portion further comprises a job contact identification portion for accepting and holding an identification of one or more contacts for one or more jobs.

36. The system of claim 27 wherein the job portion further comprises a job property portion for accepting and holding an identification of one or more properties for one or more jobs.

37. The system of claim 27 wherein the job portion further comprises a job market portion for accepting and holding an identification of one or more markets for one or more jobs.

38. The system of claim 27 wherein the job portion further comprises a job event portion for accepting and holding an identification of one or more events for one or more jobs.

39. A system for resource and project management comprising:
at least one program stored on a compact removable transfer media and readable by the system, the program having:

code for creating a multilevel asset hierarchy having a plurality of objects including jobs and files;

code for creating a multilevel project hierarchy having a plurality of objects including the jobs in the asset hierarchy and events;

code for creating a visual display of the objects within the asset hierarchy and the project hierarchy;

code for allowing editing of the objects within the asset hierarchy and the project hierarchy; and

code for creating a visual display of the jobs within both the asset hierarchy and the project hierarchy.

40. The system of claim 39 further including code for allowing a user to browse the asset hierarchy by visually observing the objects therein on a level-by-level basis.

5 41. The system of claim 39 further including code for allowing a user to browse the project hierarchy by visually observing the objects therein on a level-by-level basis.

42. The system of claim 39 further including code for allowing a user to navigate the asset hierarchy by visually observing an overview of the asset hierarchy.

43. The system of claim 41 further including code for allowing a user to focus on a
10 particular level of the objects.

44. The system of claim 39 further including code for allowing a user to navigate the project hierarchy by visually observing an overview of the project hierarchy.

45. The system of claim 44 further including code for allowing a user to focus on a particular level of the objects.

15 46. The system of claim 39 further including code for allowing a user to search the asset hierarchy to locate an object that satisfies a particular set of user defined criteria.

47. The system of claim 39 further including code for allowing a user to search the project hierarchy to locate an object that satisfies a particular set of user defined criteria.

48. The system of claim 39 further including code for providing a shopping cart that
20 allows a user to collect at least one of the files.

49. The system of claim 48 further including code for allowing a user to perform operations on files collected in the shopping cart.

50. The system of claim 49 further including code for allowing a user to route files collected in the shopping cart to another database.

25 51. The system of claim 39 further including code for allowing a user to edit objects within the asset hierarchy.

52. The system of claim 39 further including code for allowing a user to edit objects within the project hierarchy.

53. A method for resource and project management comprising the steps of:

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creating a multilevel asset hierarchy having a plurality of objects including jobs and files;

storing said asset hierarchy in a system memory;

creating a multilevel project hierarchy having a plurality of objects including the
5 jobs in the asset hierarchy and events;

storing said project hierarchy in the system memory;

creating and providing a visual display of the objects within the asset hierarchy and the project hierarchy;

editing the objects within the asset hierarchy and the project hierarchy; and

10 creating and providing a visual display of the jobs within both the asset hierarchy and the project hierarchy.

54. The method of claim 53 further including the step of allowing a user to visually observe the objects within the asset hierarchy on a level-by-level basis.

55. The method of claim 53 further including the step of allowing a user to visually
15 observe the objects within the project hierarchy on a level-by-level basis.

56. The method of claim 53 further including the step of allowing a user to visual observe an overview of the asset hierarchy.

57. The method of claim 56 further including the step of allowing a user to focus on a particular level of the objects.

20 58. The method of claim 53 further including the step of allowing a user to visual observe an overview of the project hierarchy.

59. The method of claim 58 further including the step of allowing a user to focus on a particular level of the objects.

60. The method of claim 53 further including the step of allowing a user to search the
25 asset hierarchy to locate an object that satisfies a particular set of user defined criteria.

61. The method of claim 53 further including the step of allowing a user to search the project hierarchy to locate an object that satisfies a particular set of user defined criteria.

62. The method of claim 53 further including the step of providing a shopping cart that allows a user to collect at least one of the files.

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63. The method of claim 62 further including the step of allowing a user to perform operations on at least one of the files collected in the shopping cart.

64. The method of claim 62 further including the step of allowing a user to route at least one of the files collected in the shopping cart to another database.

5 65. The method of claim 53 further including the step of allowing a user to edit objects within the asset hierarchy.

66. The method of claim 53 further including the step of allowing a user to edit objects within the project hierarchy.

67. A system for resource and project management comprising:

10 a multilevel asset hierarchy stored in a system memory and having a plurality of objects including jobs and files;

a multilevel project hierarchy stored in the system memory and having a plurality of objects including the jobs in the asset hierarchy and events;

15 program code for creating a visual display of the objects within the asset hierarchy and the project hierarchy; and

program code for creating a visual display of the jobs within both the asset hierarchy and the project hierarchy.

68. The system of claim 67 further including code for allowing editing of the objects within the asset hierarchy and the project hierarchy.

20 69. The system of claim 67 further including code for allowing a user to visually observe the objects within the asset hierarchy on a level-by-level basis.

70. The system of claim 67 further including code for allowing a user to visually observe the objects within the project hierarchy on a level-by-level basis.

25 71. The system of claim 67 further including code for allowing a user to visually observe an overview of the asset hierarchy.

72. The system of claim 71 further including code for allowing a user to focus on a particular level of the objects.

73. The system of claim 67 further including code for allowing a user to visually observe an overview of the project hierarchy.

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74. The system of claim 73 further including code for allowing a user to focus on a particular level of the objects.

75. The system of claim 67 further including code for allowing a user to locate an object in the asset hierarchy that satisfies a particular set of user defined criteria.

5 76. The system of claim 67 further including code for allowing a user to locate an object in the project hierarchy that satisfies a particular set of user defined criteria.

77. The system of claim 67 further including a shopping cart that allows a user to collect at least one of the files.

10 78. The system of claim 77 further including code for allowing a user to perform operations on files collected in the shopping cart.

79. The system of claim 77 further including code for allowing a user to route files collected in the shopping cart to another database.

80. The system of claim 67 further including code for allowing a user to edit objects within the asset hierarchy.

15 81. The system of claim 67 further including code for allowing a user to edit objects within the project hierarchy.

82. A method for resource and project management comprising the steps of:
storing a multilevel asset hierarchy in a system memory, the asset hierarchy having a plurality of objects including jobs and files;

20 storing a multilevel project hierarchy in the system memory, the project hierarchy having a plurality of objects including the jobs in the asset hierarchy and events;

creating and displaying a graphic representation of the objects within the asset hierarchy and the project hierarchy; and

25 creating and displaying a graphic representation of the jobs within both the asset hierarchy and the project hierarchy.

83. The method of claim 82 further including the step of editing the objects within the asset hierarchy.

84. The method of claim 82 further including the step of editing the objects within the project hierarchy.

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85. The method of claim 82 further including the step of allowing a user to visually observe a graphic representation of the objects within the asset hierarchy on a level-by-level basis.

86. The method of claim 82 further including the step of allowing a user to visually
5 observe a graphic representation of the objects within the project hierarchy on a level-by-level basis.

87. The method of claim 82 further including the step of allowing a user to visually observe a graphic representation of an overview of the asset hierarchy.

88. The method of claim 87 further including the step of allowing a user to focus on
10 a particular level of the objects.

89. The method of claim 87 further including the step of allowing a user to visually observe a graphic representation of an overview of the project hierarchy.

90. The method of claim 89 further including the step of allowing a user to focus on a particular level of the objects.

91. The method of claim 82 further including the step of allowing a user to locate an
15 object in the asset hierarchy that satisfies a particular set of user defined criteria.

92. The method of claim 82 further including the step of allowing a user to locate an object in the project hierarchy that satisfies a particular set of user defined criteria.

93. The method of claim 82 further including the step of providing a shopping cart
20 that allows a user to collect at least one of the files.

94. The method of claim 93 further including the step of allowing a user to perform operations on files collected in the shopping cart.

95. The method of claim 94 further including the step of allowing a user to route files collected in the shopping cart to another database.

96. The method of claim 82 further including the step of allowing a user to edit
25 objects within the asset hierarchy.

97. The method of claim 82 further including the step of allowing a user to edit objects within the project hierarchy.

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